



“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we make *IT EZ!* Call us and put an end to your IT problems finally and forever!”
- Diana Spurgus, BSSI

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Inside This Issue...

New Legal Reasons to Archive E-mail
.....Page 1

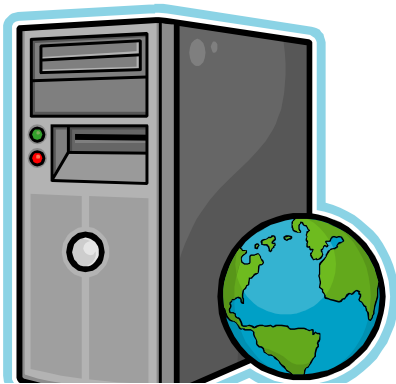
A Phone For The Business Owner Who Likes To “Look ‘Em In The Eye”
.....Page 2

The Only Way To Know With 100% Certainty That Your Data Is Safe.....Page 3

A Lesson On Communication.....Page 3

How To Reduce The Amount Of Time You Spend On FacebookPage 4

How To Save \$20-\$30 Every Time You Buy A New Cell Phone.....Page 4



Business Bits & Bytes

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

New Legal Reasons Why All Businesses Need An E-mail Archiving And Management System

It's a classic he-said, she-said case that ends up in court on a daily basis...

Widget buyer Ms. Robinson testified that Mr. Smith, the Widgets Corp. sales manager, told her that if she put her order in immediately, the price would be discounted by 20 percent. Mr. Smith argued that was not what he said. According to his testimony, he agreed to give a 20 percent discount only if Ms. Robinson ordered at least one million widgets, which she did not. The widgets were manufactured and delivered, and the client was billed for the full amount. The client is refusing to pay the full amount and the manufacturing company is throwing it to a collection agency. If brought into a court of law, who would be right?

Provided that neither party can produce a signed contract to back up their case, there is no way of knowing who is right.

However, let's suppose Ms. Robinson produces an e-mail she sent to her boss copying Mr. Smith that says, “I made a deal with Mr. Smith, the sales manager at Widgets Corp., to get a 10 percent discount for 500,000 widgets ordered.” Let’s also suppose Mr. Smith cannot produce any e-mails, contracts, or memos to the contrary. Now the chances of Ms. Robinson winning her case go up exponentially. When faced with two credible witnesses whose recollection of an event or agreement are in dispute, the court is most likely to favor the person who has corroborating documentation to support their side of the story.

E-mail has Become the Primary Means of Communication and Negotiation

In the not too distant past, business people would communicate primarily through face-to-face meetings, telephone conversations, faxes, and the occasional paper document. When a "my word against your word" dispute arose, a court case could be awarded to the person who seemed more confident or credible.

Shiny New Gadget of the Month



Asus Videophone Touch

It's the next generation of mobile phone: The mobile *video* phone.

For the busy entrepreneur on the go this device could mean more face-to-face meetings and a more personalized conference call experience without being confined to the office.

In addition, the device may even contribute to better communication with staff, vendors, and clients since the video aspect allows you to see and react to both verbal and NON-verbal cues.

The Asus Videophone Touch AiGuru SV1T, as it's called, is certified to work over Skype, an Internet calling service that provides free or inexpensive calls all around the world.

About the same size as a small hardcover book, the device is easy to carry and sports a 7-inch screen.

Set-up is easy too. Just turn on the Asus AiGuru SV1, set the date and time, and let it search for wireless connections in the area.

Typically, it can find an available wireless network within seconds and connect right away. Once it's connected to the Internet, you simply sign in with your Skype user name and password, and call away.

The device costs about \$235 and can be purchased online or through most office supply or electronics superstores.

The upside of this situation is that if you can produce an email that supports your version of the facts, you have a leg up if it goes to court. The downside is that most people are careless about what they say in an e-mail. They don't think about it ending up as an exhibit in a courtroom under close scrutiny leaving them with the only explanation, "I know that's what I said, but that's not what I meant."

Food Service Company Awarded \$2.5 Million Thanks To A Few "Innocent" E-mails

*Example: A food service company was contracted to provide all meals at 48 nursing homes. Ultimately, the food service company claimed that it was underpaid over \$2 million and sued in federal court. The president of the nursing home company claimed that the food service company had made certain oral cost guarantees that were not honored, thereby justifying the underpayments. However, a detailed review of the nursing home company's internal e-mails revealed that its executives had "privately" expressed substantial doubt about the supposed oral guarantees. The e-mails were given to the jury, which awarded the food service company \$2.5 million.

What Should You Do To Protect Yourself?

The most important thing you can do is think twice before hitting "send." If you are a manager or employer, train your employees to be careful about what they communicate via e-mail and constantly remind them of the dangers. Once an e-mail is sent, you cannot get it back. Another good practice is having a system for archiving and managing e-mail communications. This goes double for certain companies because of regulations like Sarbanes-Oxley Act for publicly traded companies, Gramm-Leach-Bliley Act for banking, securities and insurance companies; PCI covering credit card transactions and HIPAA covering medical data.

Call us to implement an archiving system that is not only compliant with these regulations and other authorities requiring compliance but also supports active archiving, ediscovery, email recovery, and email continuity. 740-681-9753

*Story reprinted from How E-Mail Is Revolutionizing Litigation -- and What You Should Be Doing About It by Michael G. Trachtman, The Corporate Counselor, www.law.com

***"All life is an experiment. The more experiments,
the better." - Ralph Waldo Emerson***

The Lighter Side... Communication Is Key

An elderly farmer went to the attorney's office and said he wanted to get a divorce. The attorney asked if he had any grounds.

"Yeah, I got about 240 acres," the farmer said. The attorney replied, "But, I mean do you have a case?"

"No, I have a John Deere."

"Well, do you have a grudge?"

The farmer said, "Yeah, I got a grudge. That's where I park my John Deere."

"No, I mean do you have a suit?"

"Yes, sir, I got a suit. I wear it to church on Sundays."

Next, the exasperated lawyer asked, "Well, sir, does your wife beat you up or anything?"

"No, we both get up about 4:30."

The attorney finally asked, "OK, so why do you want a divorce?"

"Well," said the farmer, "I can't have a meaningful conversation with her!"



"I lost my cell phone three days ago and I'm still stuck in text mode."

“How Certain Are You That Your Business Could Be Back Up And Running After A Disaster?”

Free Backup Check Reveals The Truth

Have you ever lost an hour or two of work on your computer because it crashed? Now imagine if you lost days or weeks of work – or imagine losing your client database, financial records, and all of the work files your company has ever produced or compiled. Imagine what would happen if your network went down for days where you couldn't access e-mail or the information on your PC. How frustrating would that be?

Most small business owners have no idea of the importance of disaster recovery planning because they are already swamped with more immediate day-to-day fires demanding their attention. If their network is working fine today, it goes to the bottom of the pile of things to worry about. In most cases, no one is watching to make sure the backups are working, the virus protection is up-to-date, or that the network is “healthy.”

This is like saying you're too busy driving your car on the highway to put your seatbelt on. Taking that simple preventative step doesn't really show its true value until you get into a head-on collision; at that point you are either extremely relieved that you had it on or incredibly sorry that you didn't.

The same holds true with your data backup. Obviously the information on the disk is far more valuable than the disk itself. If your company depends on having access to the information stored on your server or PC, then it's time to get serious about protecting it from damage or loss.

Want To Make Sure Your Backups Are Working? Then Call Us Now For A FREE Backup Check!

During the month of May, we're giving away a FREE Backup Check to review your backup procedure and uncover any problems or failures you might not be aware of. If we find anything amiss, we'll let you know and make a few recommendations on how to remedy the problem. You are under no obligation to purchase anything or to take our recommendations.

Don't wait for a disaster to find out if your backups are working! Contact us now and gain peace of mind:

Call us!
740-681-9753

Get More Free Tips, Tools, and Services At Our Web Site: www.BSSI.biz

3 Turnkey Ways To Learn More About Your Customers

These days, getting up-to-date information from your contacts isn't easy. On top of managing your e-mail and phone calls, now you have to check Facebook, Twitter, My Space, *and* Linked-In just to make sure you don't miss something. It's enough to make your head spin.

But Microsoft Outlook may have the solution. Outlook Social Connector (OSC), a recent add-on to Outlook, puts all your social media communications and emails in one place, eliminating the need to check multiple sites for the info you need.

Both avid fans and rare users of social media will likely find the new OSC tool to be a big time saver. Here are 3 reasons why:

1) Communication History.

Can't remember the last time you e-mailed a certain contact? Looking for an attachment referenced in an e-mail? Your mailbox is searched and recent messages, as well as a list of attachments you've exchanged with that person, appear. A quick look at the OSC reveals the last time you received an email from them, and one click opens it up.

2) Updated Contact Info.

In real time, your OSC will go out to social networks and let you know what your colleagues and friends are up to. If your contacts update their profile or change their status, OSC will tell you that too.

3) Adding New Contacts.

With a simple click, you can request to be someone's friend or colleague on any social networks you're connected to. The OSC then automatically saves them as contacts in Outlook.

Coming Soon: Interchangeable Cell Phone Chargers

When it's time to upgrade your cell phone, there's a cost you probably don't think about until it's time to pay the bill: the charger. Sure, your new purchase comes with a wall charger. But if you want to charge your phone in the car, that old one you have just won't work.

Fortunately, all that is about to change. Seventeen wireless handset manufacturers have agreed to make interchangeable chargers that will work for the majority of new cell phones, according to USA Today. This is expected to take place by 2012. Hurray! One less expense at the cell phone store!

Client Spotlight: JC Wealth Management Group, LLC (www.jcwm.com)

This group focuses on working with successful individuals, and their families, as well as small to mid-sized business owners and offers a wide variety of fee-based and fee-only financial services. They have offices in Lancaster and Hilliard.

Thank you JC Wealth Management Group for allowing us to manage all aspects of your network!

Would you like your company highlighted here in our "Client Spotlight?" Then give us a call today at 740-681-9753

Who Else Wants To Win A Starbucks \$25 Gift Card?

"Take our monthly Trivia Challenge and you could win too!"

The Grand Prize Winner of last month's Trivia Challenge Quiz is...drum roll please... **Kim Zearley with River Valley Lab!** She was the first person to correctly answer our quiz question from last month:

Who was the first female LPGA golfer to amass \$1 million in her career?

a) Kathy Whitworth b) Juli Inkster c) Jan Stephenson d) Amy Alcott

Answer is: A – Kathy Whitworth

Congratulations Kim, you've won a \$25 Starbucks Gift Card ! Now, here's this month's trivia question. The winner will receive a \$25 gift card to Starbucks!

Colonel Aureliano Buendia had 17 sons with 17 different women in which novel?

a) Mona Lisa Smile b) One Hundred Years of Solitude c) Dirt Music d) The Satanic Verses

***Call us right now with your answer!
740-681-9753***

Get More Free Tips, Tools, and Services At Our Web Site: www.BSSI.biz